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METHOD AND APPARATUS FOR TRANSACTION TRACKING
OVER A COMPUTER NETWORK

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ABSTRACT OF THE DISCLOSURE

An apparatus and a method for tracking transactions over a computer network is provided. An advertisement is provided to a user using a web client, such as a web browser, at a user
10 node. The user selects the advertisement, e.g., by clicking on the advertisement, to request to an ad server for redirection to a transaction node associated with the advertisement. The ad server formats a cookie and provides to the user node. When the user requests a transaction after the
15 redirection, the transaction node sends a transaction confirmation after performing the transaction. The transaction confirmation includes a command to record the transaction. In response to the command, the user node provides a query string and the cookie to the ad server for
20 the transaction to be recorded.

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